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MICHAEL'S BUYS JOANN IP AND BRANDS

Moderated by Deepika, Sharon1952

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akjulie
Member since 5/14/20
Posts: 1293
Alaska USA
Skill: Intermediate

Reply — 19 likes — 1 Replies

Posted on: 6/5/25 1:10 PM ET

Michael's has bought the Joann IP and private label brands.

To be honest, I don't have high hopes. For one, the main thing in the initial sentence is about yarn - "successfully completed the acquisition of the intellectual property and private label brands of JOANN, including the development of the beloved Big Twist® brands".

Second, the discussion of fabric is quite brief with very few details. Whereas the sections on yarn and sewing in general have very specific bullet-pointed items. They say they're expanding fabric to 280 more stores. They also say they have an "extensive range" online - "From vibrant cottons for quilting to versatile broadcloth for apparel and home decor, every creator now has access to an unparalleled selection of materials to bring their visions to life."

Ah yes, quilting cottons to broadcloth. What an "unparalleled selection" that is. Clearly you and I have VERY different definitions of what "unparalleled selection" for "EVERY creator" is.

ETA: forgot the link - https://www.prnewswire.com/news-releases/the-michaels-companies-inc-acquires-joann-intellectual-property-and-private-label-brands-302474244.html
-- Edited on 6/5/25 at 1:11 PM ET --

-Alaskan, mother of four, outdoor enthusiast.
-sewmuchsimpler.wordpress.com
-Currently sewing: M6613/B6841

Jacqui315
Board Moderator PR Weekend 2019 Organizer
Member since 3/1/06
Posts: 1574
Washington USA
Skill: Intermediate
Body Type:

Reply — 7 likes — 1 Replies

Posted on: 6/5/25 2:22 PM ET

I worked both at Michael's and Joann's as a cake decorating instructor back in the 2000s so I got to see a bit how the companies were run side by side back then. In short, Michael's was more structured and abided by their "rules" in place; no exceptions were made if my class didn't meet the minimum students. Joann's not only made exceptions, they tried to cater to students changing the published days and times of the the classes. For example, the last class I taught at Joann's was never completed because the two attendees (less than minimum) were told they could reschedule as necessary. I had already started a new job so after letting them reschedule twice, I did not have more availability.

All this to say, I hope after surviving this long, I hope Michael's does not succumb to Joann's seemingly poor management practices and fail.
-- Edited on 6/5/25 at 3:25 PM ET --

poorpigling
Member since 12/28/07
Posts: 21204
Texas USA
Skill: Advanced

Reply — 5 likes

Posted on: 6/5/25 4:31 PM ET **In reply to akjulie**

Just thoughts of the top of my head.. I BET a lot of their listings will be online shopping only. Not available in the stores.. Most Michaels stores are too small to carry much inventory.. They did at one time carry fabrics.. but not a lot of them back then.. Mostly home dec if I recall correctly. So when they say "online" they probably mean it.
Now the yard might make it into stores.. it does not take up as much space.

Kinda surprises me this twist.. no pun intended..

But then its easy now to carry the whole world in your inventory if you are doing drop ship. After all.. last time I looked home depot had a sewing machine within its online offerings..

Maybe Michaels just sees an opportunity to fill the void left with Joanns leaving the market. they would be correct in that thinking.. IMHO.

misha79
Member since 12/4/16
Posts: 735
Massachusetts USA
Skill: Beginner

Reply — 1 like

Posted on: 6/5/25 4:46 PM ET

today i was googling joanns, and in same joanns lnk, it said michaels on top header in URL but joanns green icon on side, i thought is spam link but i clicked anways, to my surprise it went to michaels website and there were many apparel fabrics as well but all online.

I know my local has started carrying some cottons bt not much. they do not even have space

MagnoliaV
Member since 4/5/17
Posts: 936
Skill: Advanced Beginner

Reply — 1 like

Posted on: 6/5/25 5:39 PM ET

I dont see michaels lasting very long either...i really love that store and the christmas decor when i was a kid was especially nostalgic at michaels

MsIngie
Member since 8/10/19
Posts: 5076
Illinois USA
Skill: Intermediate
Body Type:

Reply — 3 likes — 1 Replies

Posted on: 6/5/25 6:26 PM ET

Wondering if Michael's might move into some of the previous Joann locations?

Living one day at a time.

julietruly
Member since 7/10/15
Posts: 254
Georgia USA
Skill: Intermediate

Reply — 19 likes — 1 Replies

Posted on: 6/5/25 7:12 PM ET

Well, you know, Michaels bought Hancock's Fabrics' intellectual property when Hancock's closed up shop. And now so many years later, I don't see that Michaels did much to expand its product lines to address the Hancock customers.

utahliz
Member since 4/30/03
Posts: 1860
Michigan USA
Skill: Beginner

Reply — 1 like — 1 Replies

Posted on: 6/5/25 9:32 PM ET **In reply to MsIngie**

There's already so many Michael's locations and (last I heard) they weren't doing all that well financially, so I think if it happens it'll be few and far between. Just because they bought their IP and (some of) the private brands doesn't mean they have any special claim on the leases.

MsIngie
Member since 8/10/19
Posts: 5076
Illinois USA
Skill: Intermediate
Body Type:

Reply — 1 like

Posted on: 6/5/25 11:35 PM ET **In reply to utahliz**

I wasn't thinking that the leases were part of it, just that if they expand their offerings, they might need bigger spaces.

Living one day at a time.

Katie32123
Member since 11/9/14
Posts: 54
North Carolina USA
Skill: Intermediate
Body Type:

Reply — 3 likes — 1 Replies

Posted on: 6/6/25 8:38 AM ET

Interesting comments about Michaels stores being too small. My personal peeve is any store that wants to cater to people who sew needs to get rid of all the crappy home decor stuff. That always annoyed me about JoAnns. I always thought of our local Michaels stores as pretty big. They currently have two isles of novelty fabric and almost no notions. So I do wonder where they will put any additional sewing stuff, and yarn too. I guess with the big four patterns going away they won't need room for pattern cabinets. Sigh. The local Hobby Lobby took over the empty Toys R Us building so it's cavernous. They have some decent fabric and notions, but still the store is mostly about home decor items. I try very hard not to shop there, but as our options dwindle.....
-- Edited on 6/6/25 at 8:39 AM ET --

Katie, Jersey girl in North Carolina
Bernina Q16, Bernina 720, Bernina 745 Kaffe, Juki TL2200Q, Bernina L850, Juki MCS1700QVP Coverstitch, Bernina 830 Record, various and sundry vintage Singers

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